From: FDULLES --VCH0021A Date and time 06/12/87 08:45:28
To: MREARDON--VCH0021A Michael Reardon JMCINTOS--VCH0021A June McIntosh

2501046637

ETS

*** Resending note of 06/11/87 20:41

TO : MR. MICHAEL HORST
FROM : J. Bernard Robinson
Subject: IN-FLIGHT AIR QUALITY STUDIES

BY TELEX CC: SGC, RAP VIA J. ZUBER'S PROFS CC: M. BOURLAS
H. GAISCH
M. HAUSERMANN

Michael,

With reference to Stig Carlson's communication which follows and Paul Maglione's June 5, 1987 letter to Mr. Peter Tronke and the International Flight Attendants Association, it seems to me that Philip Morris needs to learn the answers to the following questions in the very near future:

1. Can a credible, European-based firm be identified which is capable of conducting IFAQ studies on various airlines located within the countries of Philip Morris Europe ?

2. Will this firm be allowed access to all of the scientific equipment necessary to conduct legitimate IFAQ studies -- and be granted the flexibility to utilize it in a manner which ensures they can make a profit ?

3. What is the earliest possible date when this firm (whose principals have the talent to be credible in the scientific, media-related and political communities) be ready to meet with airline officials to discuss agreements by which IFAQ studies can be conducted on specific airlines ?

4. How will such IFAQ studies be marketed so that they increase the possibility of sucessfully promoting/defending the rights of smokers to enjoy our products in-flight...in other words, how do they "fit" into the Philip Morris world-wide action plan ?

Michael, would you kindly review these thoughts with members of the EEC Management team and let us know your thoughts for the steps which can be taken to answer these and other related questions ?

Many thanks and kind regards,

Bernie

.
*** Forwarding note from TELEXOPR VCH0021A 06/11/87 16:23 ***
PMEPROFS
.BRNM 999999
FREE FORMAT

??
080 TELEX S

2501046637A

Source: https://www.industrydocuments.ucsf.edu/docs/qflx0000